

Platinum

Gold

Silver

Flagstick Launches Innovative Three-Tiered Line of Construction Management Services

As announced last month, Flagstick is building on its reputation as the world's leader in golf course construction management by expanding its range of services. "Commitment to clients' needs has always been our number one priority," says Martin Moore, president of Flagstick, "and with the introduction of our Platinum, Gold and Silver packages we will be able to custom fit our services like never before." [Read more below.](#)

HEADLINE SCOOPS

Flagstick Platinum, Gold and Silver: More Choices, Same Flagstick Quality

Golf's global growth is exciting for all who love the game, but it brings new and unique challenges that must be met with innovation. Flagstick's new line of service packages does just that by providing innovative construction management solutions to developers around the world.

"We've been successful for many years with our standard set of management functions," said Tony Cunzio, Flagstick's vice president and general manager, "but the challenges of building golf courses in places where local contractors have little to no

knowledge of golf construction has led us to roll out a broader range of services to meet the needs of our clients, and to ensure the high quality that they and we expect."

Platinum, Flagstick's most elite and comprehensive package, provides a turn-key approach to construction management that no other company can offer. Flagstick guides all stages and aspects of construction with its expanded on-site team of key personnel, which ensures efficiency, money savings and improved quality. The integrated construction management team structure guarantees that

Flagstick's unparalleled standards are met at every step of development.

Flagstick Gold provides the standard management package that has made Flagstick famous, with our on-site project staff providing daily oversight of all construction activity. Our Silver package will be available on a select basis to clients who may not need Flagstick's full-time presence, but can benefit from our involvement and periodic supervision.

More detailed information will be made available on our new website, coming soon!

Another Successful Flagstick-Poly Group Venture Takes Shape in Southern China



Four hours from Guangzhou, near the fishing village of Zhapo, lies what will surely become one of Poly Group's crown jewels of real estate development: Poly Silver Beach. Poly Group, China's largest state-owned real estate developer, has teamed with Flagstick on numerous golf projects in China, and we have joined forces again at Poly Silver Beach, where Flagstick began pre-planning in June 2010, and golf construction soon thereafter.

This stunning ocean-front property has seen dramatic progress in recent months, including the simultaneous construction of four 5-Star hotels, the golf clubhouse, entrance roads and major infrastructure.

Designed by Schmidt-Curley, the golf course meanders its way through pockets of villas, luxury hotels, impressive man-made water features and brilliant oceanfront property.

All phases of golf course construction are currently in progress, including rough shaping, drainage, irrigation, feature construction, cart path construction, landscaping, grassing and even grow-in on the first few holes, which are on pace to be playable within a month's time. Under Flagstick's guidance, substantial completion of the golf course is scheduled for spring 2012, with subsequent grow-in and maintenance to follow.

EXCLUSIVE INTERVIEW

Arthur Yeo, Former GM of Spring City, and Son Adrian, Golf Development Advisor, Discuss the State of the Asian Golf Industry and Their Past Work with Flagstick



Photo: Arthur Yeo speaking at the PGA Golf Show in Orlando

Flagstick thanks Arthur and Adrian for sharing their time and for providing insightful and thought-provoking comments regarding the Asian golf industry and their work with us.

Flagstick: Can you please tell us a bit about what you have been working on recently?

Adrian: Arthur and I are currently working on an eco-integrated project in Dali, Yunnan for a Beijing developer. The project comprises two 18-hole championship golf courses, a marina, eco-agriculture, real estate, commercial development, horse racing tracks, five-star hotels and more. We have also just come back from the 12th National Club Managers Conference, which was held at Mission Hills Haikou.

Flagstick: What are some upcoming events on your golf industry calendar that you are especially excited about?

Adrian: Last year I was one of 18 club managers from China who received accreditation from the Club Managers Association of America (CMAA). The 18 of us have formed a China chapter, and on October 19th we will be meeting in Guangzhou in concurrence with the Asia Golf Show. We will also attend many of the education seminars at the show to learn more from others in the industry.

Arthur: I will also be in Guangzhou, and will be involved with the education segment of the show.

Flagstick: Are there any interesting trends you are observing in Asian golf? How should the industry respond to these trends?

Arthur: Worldwide golf development is rather stagnant, but Asia still shows promise. However, with the current economic uncertainties, most Asian developers are now more cautious with their investments. Many have switched from developing new courses to buying up facilities in financial difficulty at below replacement cost. In my opinion, to boost the demand for development we need strategic steps to increase the number of golfers: encourage more women to play, promote junior golf, etc.

Flagstick: Can you please describe what, in your view, are the biggest challenges facing golf in Asia, and China in particular.

Arthur: In Asia we need to dispel the belief that golf is only for the rich. We must make golf accessible and affordable to the general public. There are too many misunderstandings by the government and public about the game. What the industry needs is an organization to investigate and publish facts regarding the following: water, fertilizer and pesticide usage; arable land usage; golf's benefits to the environment and economy; golf's positive impact on society; golf's positive impact on related industries like tourism and manufacturing.

Flagstick: What sets apart Spring City Golf & Lake Resort, which has been recognized for many years as China's top golf facility?

Arthur: Spring City has maintained its ranking because of the quality of design, construction, maintenance and its high

service standards. From the outset, we built a very solid foundation by designing right and building right, which made it easier and cheaper to maintain in the long run.

Flagstick: You have worked with Flagstick on a number of projects. Could you please discuss some of the benefits that our company has brought to those projects?

Arthur: Flagstick acts as the developer's representative to supervise and ensure that the golf course architect's design is implemented properly, and that the quality of construction meets all specifications. They also help to control the schedule and budget. In my opinion, especially in a less developed country, it is best to have an experienced construction management company to protect the developer's interests. Flagstick has proven to me that they are experienced and they have delivered very good results.



Top: Adrian receiving CMAA accreditation as a Certified Club Manager
Bottom: Arthur, Adrian and Frida Yeo at Torrey Pines in San Diego

Flagstick is the world's leader in golf course construction management. With offices in North America and Asia, and experience managing golf developments in over a dozen countries, Flagstick transforms the visions of golf course architects and developers into reality. In recent years, Flagstick has managed the construction of five of Asia's top ten resort golf courses, and our projects have won numerous other accolades. *Flagstick is a proud member of the Golf Course Builders Association of America.

Learn more about Flagstick's work and services at: www.flagstickgccm.com or contact us at: info@flagstickgccm.com



Platinum

Gold

Silver

Flagstick 创新的三种等级的建造管理服务投入市场

正如上月宣布，Flagstick 通过继续扩大其服务范围来稳固其作为世界领先高尔夫建造管理公司的地位。“完成对客户需求的承诺永远都是我们首要任务”，Flagstick 总裁 Martin Moore 说，有了我们白金，金质，银质三种服务的介绍，我们将提供前所未有的服务。[想要了解更多，请阅读以下内容。](#)

头条

Flagstick 的白金，金质，银质三种服务：更多选择，同样水准的 Flagstick 质量保证

高尔夫的全球性增长趋势对于热爱这一运动的人士来说是一件令人激动的事情，但是随之而来的是全新的，独一无二的挑战，这一挑战必须由创新来迎接。Flagstick 新的服务套餐正是通过给世界各地的开发商提供创新的建造管理方案来达到这一要求。

“我们标准的管理模式已经成功的运行很多年了”，Flagstick 的副总裁兼总经理 Tony Cunzio 说，“但是在那些承包商对于高尔夫建造相

知甚少的地方，我们有机会扩展我们的服务范围来满足客户的需求并且达到他们和我们共同预期的高质量的标准”

白金全套服务是 Flagstick 顶级的，最全面的服务套餐，此服务套餐提供其它公司无法提供的“交钥匙”建造管理模式。Flagstick 动用其整个现场团队和主要人员指导建造工程的每个阶段和工作面，从而确保施工有效的开展，花费的节省和良好的质量。互相协调的建造管

理团队保证了 Flagstick 在每一进度上达到无与伦比的水平。

Flagstick 的金质服务是使 Flagstick 出名的标准管理套餐，由我们驻现场的项目人员提供全天候的工程建造监管。如果我们的顾客不需要 Flagstick 全天候的服务，那他们可以有侧重地选择我们的银质服务，他们同样会因为我们的介入和周期性的监管而受益。

更多的详细信息将会出现在我们的新网站上，敬请期待！

Flagstick 和保利集团在中国南部达成的又一次成功合作



到广州四个小时的车程，靠近渔村闸坡镇，作为将来保利集团最佳的房地产开发地：保利银滩。

保利集团是中国最大的国有房地产开发商，他们和 Flagstick 在很多中国的高尔夫工程上合作过，而且我们又一次在保利银滩项目上合作，Flagstick 在2010年6月开始了前期的准备工作，球场的整体建造将随之开展。

这一面临大海，风光无限好的地段在短短的几个月时间里见证了巨大的变化，这些变化包括同时进行建造的4个5星级的球洞，高尔夫球场会所的建造，进场道路和主要基础设施的建造。

由 Schmidt-Curley 设计，此高尔夫球场蜿蜒穿过别墅，豪华酒店，人造水景和别致的靠海地产。高尔夫球场的所有阶段的建造工作现在已在进行当中，包括粗造型，排水，灌溉，特征点建造，球车路的铺设，景观设计，植草甚至包括最初的少数几个球道草的成坪。这几个成坪的球道可以在一个月之内进行试打。

在 Flagstick 的指导下，球场确切的完工时间定于2012年，随之是草的成坪和养护。

独家访谈

Arthur Yeo, 春城高尔夫的前总经理, 他的儿子 Adrian, 高尔夫开发顾问, 讨论亚洲高尔夫行业的现状和他们过去与 Flagstick 的合作



图片: Arthur Yeo在奥兰多PGA高尔夫展上发表讲话
Flagstick 感谢 Arthur 和 Adrian 就亚洲高尔夫行业所提供的深刻, 引人深思的见解, 再次感谢他们与我们的合作。

Flagstick: 您能向我们透露一点您最近开展的工作的信息吗?

Adrian: Arthur 和我最近忙于位于云南大理, 一个北京开发商开发的生态项目。这个项目包括两个18洞的锦标赛高尔夫球场, 一个驳船区, 生态农业区, 房地产区, 商业开发区, 跑马道, 星级酒店等等。我们刚参加完在海口观澜湖举办的第十二届全国俱乐部经理会议。

Flagstick: 您最近的高尔夫行程上有没有即将出现的令您感到兴奋的事件?

Adrian: 去年我是中国18位收到美国高尔夫俱乐部经理协会(CMAA)认定资格的俱乐部经理之一。我们18位经理人开辟了在中国的新篇章, 在10月19日我们将同时聚会于广州参加亚洲高尔夫博览会。我们还将参加博览会上的许多教育研讨会, 向业内的其他人学习。

Arthur: 我同样会去广州, 也会参加博览会上部分的教育研讨会。

Flagstick: 据您观察, 亚洲高尔夫行业有没有出现值得关注的趋势? 这一行业如何来应对这一趋势呢?

Arthur: 世界范围内的高尔夫开发项目停滞不前, 但是亚洲仍然展现出了前景。然而, 由于目前经济的不可预知性, 大部分亚洲开发商对于他们的投资更严谨小心了。他们许多都把目光从开发新的球场转向在金融困境下以低价买进现有球场。我认为, 想要提高发展需求, 我们需要采取增加高尔夫球手数量这一战略性的步骤: 鼓励更多的女士来打球, 推进少年高尔夫等等。

Flagstick: 您能不能描述一下, 在您看来亚洲高尔夫面临的最大的挑战是什么? 特别是中国高尔夫。

Arthur: 在亚洲我们必须抛弃高尔夫仅仅是富人的运动这一想法。我们必须想办法使大众有机会打高尔夫, 打得起高尔夫。对于高尔夫, 政府和大众有太多的误解。这个行业需要的是有一个组织来调查和发布关于以下方面的事实: 灌溉用水, 肥料和农药的运用; 耕地的利用; 高尔夫对于环境和经济带来的益处; 高尔夫对社会的积极影响; 高尔夫对相关产业如旅游业和制造业的积极影响。

Flagstick: 是什么使春城高尔夫度假村脱颖而出, 多年来被公认为中国最好的球场?

Arthur: 春城高尔夫之所以保持其领先的地位是由于其设计质量, 建造, 养护和其高质量的服务水

平。从一开始, 我们就通过完美的设计和正确的施工为此球场打下了坚实的基础, 使之在以后长久地运营过程中养护更容易, 成本更低。

Flagstick: 您和 Flagstick 在许多项目上合作过。您能否谈谈我公司给那些项目带来的益处?

Arthur: Flagstick 作为开发商的代表来监管整个工程, 并且确保高尔夫球场设计师的设计得以贯彻执行, 球场的建造质量符合技术规范要求。他们还有效地帮助控制工期和预算。我认为, 最好有一个有经验的建造管理公司来保护开发商的利益, 尤其是在一个非发达的国家。Flagstick 已经向我们证明了他们有经验而且他们已经提交了非常好的成果。



上: Adrian接受CMAA认定高尔夫俱乐部经理的授予
下: Arthur, Adrian 和 Frida Yeo 在圣地亚哥的 Torrey Pines 高尔夫球场。

Flagstick 是世界领先的高尔夫建造管理者。在北美和亚洲都有办公室, 并且在数十个国家都有高尔夫建造管理经验, Flagstick 将高尔夫设计师和开发商的理念变成了现实。近几年, Flagstick 管理建造了亚洲十佳高尔夫球场中的前五家高尔夫球场, 我们其他的项目也赢得了无数的嘉奖。

*Flagstick 是美国高尔夫建造者协会的荣誉会员。

欲了解更多关于旗杆管理公司的工作和服务请登录: www.flagstickgcm.com 或者发邮件至: info@flagstickgcm.com

